



VISIT
LAKE NORMAN
.....
2016
FY ANNUAL REPORT

VLN BOARD OF DIRECTORS

Randy Marion
Randy Marion Auto Group
Chairman

Woody Washam
Carolina Trust Bank
Vice-Chairman

Joe Harwood
The JHS Group, Inc.
Community Affairs

Barbara McCall
Ladd, McCall &
Associates, CPAs
Treasurer

Cathy Bentz
Bentz & Associates, PA
Assistant Treasurer

John Kurti
K-Squared, Inc.
At-Large



Jim Duke
Cornelius Commissioner

Jeanna Hoffman
Daly Seven, Inc.

Joe Douglas
Captiva Restaurant Group, LLC

Andrew Durstewitz
D9 Brewing Company

Beth Cashion
Davidson Commissioner

Boris Bunich
Beacon Investment
Management Group (IMG)

Cissi Lyles
Davidson College

Diana Merrifield
At-Large

Danny Phillips
Huntersville Commissioner

Brad Marsico
SREE Hotels

Dee Jetton
HFFA

Jeff Fissel
Rural Hill

EX-OFFICIOS:
Ryan McDaniels
LNREDC

Bill Russell
LN Chamber of Commerce

NC TOURISM FACTS:

- In 2015, visitors to North Carolina generated \$3.4 billion in federal, state and local taxes.
- Tourism directly supports nearly 45,000 businesses in NC that directly serve travelers.
- 2015 direct tourism employment hit record levels, increasing 3.2 percent, topping 211,000.
- Visitors contribute \$4.9 million per day in state and local tax revenues saving each NC household \$475 in state and local taxes.

Source: NC Dept. of Commerce

RETURN ON INVESTMENT

In FY 2016, VLN affiliated events brought in

93,229

attendees who spent

\$22,957,952

That means...VLN returned

\$33.23

to the community per every dollar funded

ESTIMATED ECONOMIC IMPACT
\$22,957,952

TOWN FUNDING
\$690,697.76

**TOWN FUNDING vs.
ESTIMATED ECONOMIC IMPACT**

RECRUITING THE FANS...

Print advertising included NC Travel Guide, Charlotte Visitors Guide, Family Fun Magazine, Southern Travel & Lifestyles Magazine, Our State Magazine, Outside Magazine and several other printed publications *reaching 3,167,470.*



Digital advertising efforts *reached over 34,430,824:*



- VisitNC.com - (Ranked #4 for referral traffic to VLN)
- CharlottesGotALot.com
- Carolina Renaissance Festival
- Association Executives of NC
- Southern Travel & Lifestyles (digital issue)
- 8 Media Sites (regional)



VISITLAKENORMAN.ORG

Website FY Comparison:

FISCAL YEAR	2015	2016	% CHANGE
USER SESSIONS	293,356	312,931	7% ↑
PAGE VIEWS	850,572	884,194	4% ↑
MOBILE USER SESSIONS	42,892	48,836	14% ↑
MOBILE PAGE VIEWS	164,325	194,393	18% ↑

Search Engine Optimization

(SEO): VLN website rankings from the 5 major engines based on search term "Lake Norman". (Non-sponsored, non-advertised results - content driven ranking)

SEARCH ENGINE	VLN.ORG RANK
Google	#1
Bing/MSN	#1
Yahoo	#1
Ask	#2
Aol	#1

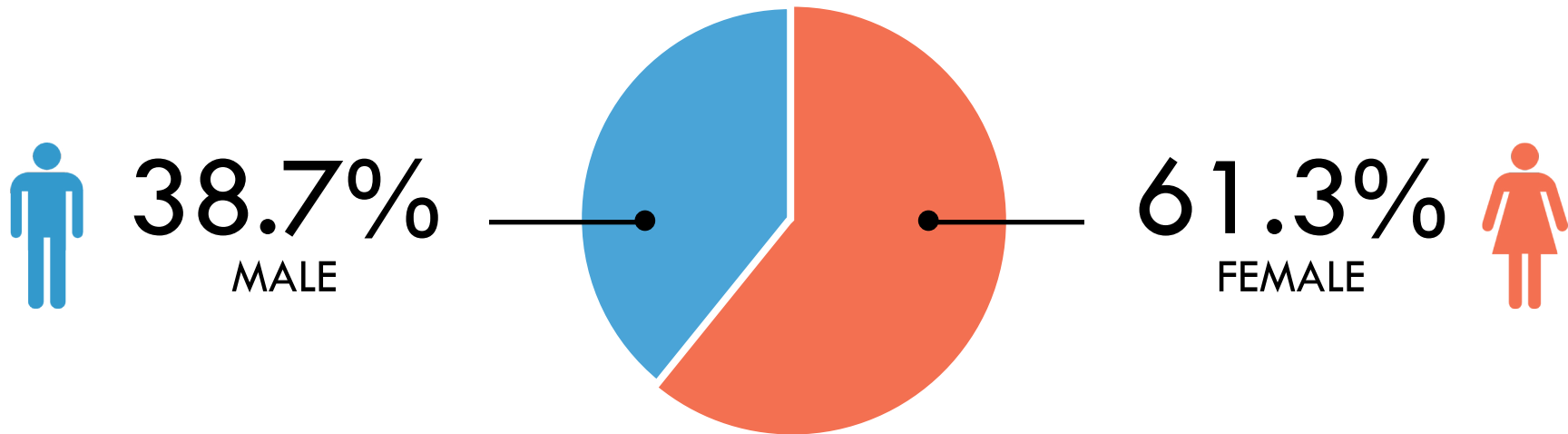
SOCIAL MEDIA

- Facebook** – 7,206 Likes
- Instagram** - 1,070 Followers
- Pinterest** – 817 Followers
- Twitter** – 3,560 Followers
- Wordpress** - 9,266 Views
- You Tube** – 5,721 Views
- Trip Advisor** – 4.5 out of 5 rating

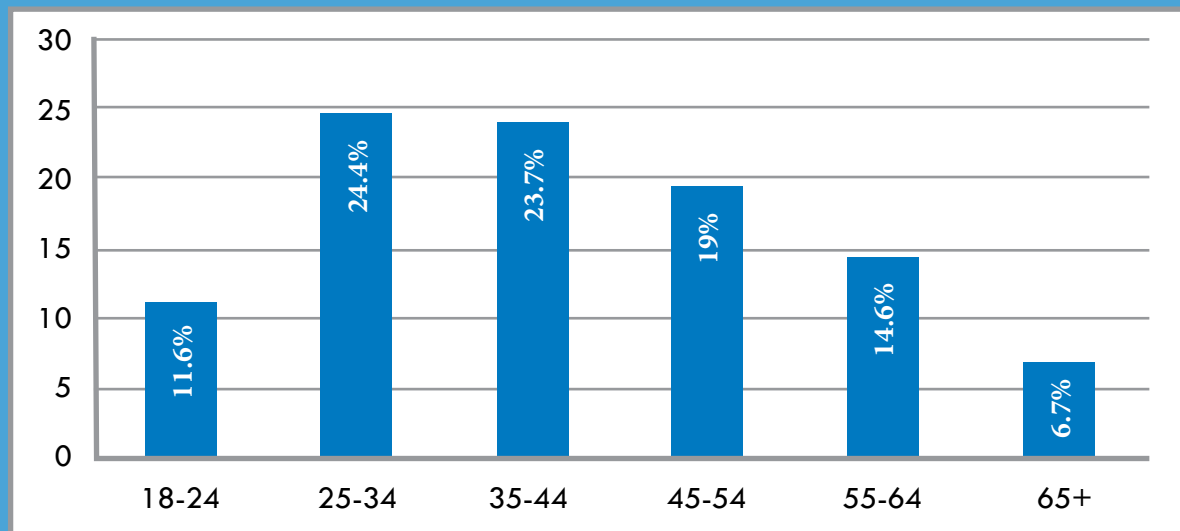


AUDIENCE DEMOGRAPHICS

GENDER



AGE DISTRIBUTION



...WITH THE RIGHT AUDIENCE

Visitor profiling assists in providing the appropriate services for guests & in determining potential markets to target. VLN uses demographic analyses to create an accurate picture of our audience.

Currently, families make up the largest part of our visitor base, followed by groups.



Average Visitor Walk-Ins Per Day

March - October: 16 people

November - February: 9 people

WEB AUDIENCE | Top 10

RANK	PLACE OF ORIGIN
1	North Carolina
2	Georgia
3	South Carolina
4	New York
5	Florida
6	Ohio
7	Virginia
8	Tennessee
9	Pennsylvania
10	California

VISITOR CENTER | Top 10

RANK	PLACE OF ORIGIN
1	North Carolina
2	Ohio
3	Pennsylvania
4	New York
5	Florida
6	New Jersey
7	Connecticut
8	Virginia
9	California
10	South Carolina

METRO AREAS | Top 10

RANK	PLACE OF ORIGIN
1	Charlotte, NC
2	Raleigh-Durham, Fayetteville, NC
3	Greensboro, High Point, Winston-Salem, NC
4	Atlanta, GA
5	New York, NY
6	Washington DC/Hagerstown, MD
7	Nashville, TN
8	Greenville, Spartanburg, Anderson, SC/Asheville, NC
9	Chicago, IL
10	Philadelphia, PA

AMBASSADORS & INTERNS

The VLN Ambassadors & Interns contribute a tremendous amount of time, energy, skill sets, & support services - all of which are paramount to VLN's success. These ultimate team players help operate our Visitor Center, man event booths, respond to inquiries, provide assistance with VLN initiatives & act as personal tour guides.



The Independent Sector estimates the 2015 value of a volunteer hour to be \$23.56. **Our ambassadors & interns contributed 4,671 hours** in FY2015 - a cost savings to VLN of **\$110,069.38**.



VLN STAFF

Sally Ashworth, CDME - Executive Director
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Travis Dancy, CSEE - Director of Sales
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Cyndi Bartley - Operations & Marketing Director
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Jennie Leng - Graphic Design & Marketing Coordinator
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Ciara Waldron - Visitor Services & Content Marketing Coordinator
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FY15 AWARDS

- **2015 Platinum Award – Best Collateral** - LN Wedding & Special Events Comprehensive Venue Guide
- **2015 Platinum Award – Best Online Communication** - Capture Lake Norman Photo Contest

**This marks the 6th consecutive year VLN has received two or more awards*



Mission Statement

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson, and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible.

Organization Vision

Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit to our towns, businesses, and residents.

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   @VISITLAKENORMAN

**VISIT**
LAKE NORMAN
VisitLakeNorman.org